

Dräger-Stiftung

DIN

US Chamber of Commerce

Program

(as of July 14, 2009)

**4th Transatlantic Market Conference –
Transatlantic Cooperation for Growth and Employment
Washington, D.C., July 19-21, 2009**

Organizing partners:

**American National Standards Institute (ANSI), Washington, D.C.
German American Business Council (GABC), Washington, D.C.**

Supporting partners:

**American Council on Germany (ACG), New York, NY
American Institute for Contemporary German Studies (AICGS), Washington, D.C.
American Chamber of Commerce in Germany, Frankfurt/Main
German Embassy to the United States, Washington, D.C.
Representative of German Industry and Trade (RGIT), Washington, D.C.**

Conference Venue:

Mandarin Oriental

«Grand Ballroom»

1330 Maryland Avenue, S.W.

Washington, D.C. 20024

Phone: 001 202 554 8588

Facsimile: 001 202 787 6153

Sunday, July 19, 2009

6:00 pm **Reception**
Garden and Terrace

7:00 pm **Dinner**
Oriental Ballroom BC

Welcome

Professor Dieter Feddersen

Member of the Board, Dräger Foundation, Lübeck, Germany

Dr. Gary Litman

Vice President, Europe Policy and Initiatives, U.S. Chamber of
Commerce, Washington, D.C., USA

Opening address

The Green New Deal – New Challenges for the Transatlantic Dialogue

Reinhard Bütikofer

Member of the European Parliament; Speaker for the German Greens
delegation, Brussels, Belgium

Monday, July 20, 2009

7:00 am to 9:00 am **Breakfast**
Grand Ballroom A

9:00 am **Plenary Session**
Grand Ballroom BC

Welcome Addresses

Thomas J. Donohue

President and CEO, U.S. Chamber of Commerce, Washington, D.C., USA

Dr. Torsten Bahke

CEO, DIN German Institute for Standardization, Berlin, Germany

S. Joe Bhatia

President and Chief Executive Officer, ANSI, Washington, D.C., USA

9:15 am - 11:00 am **Keynotes**

The Path out of the Global Economic Crisis – Common Ground for Transatlantic Cooperation

Fred B. Irwin

President, American Chamber of Commerce in Germany e.V.; Vice Chairman Germany, Citigroup Global Markets Deutschland AG & Co. KGaA, Frankfurt/Main, Germany

Professor Kurt J. Lauk

Chairman, Economic Council of the CDU e.V.; President, Globe Capital Partners, Globe CP GmbH, Stuttgart, Germany

Discussion

Moderator:

Professor Dieter Feddersen

Member of the Board, Dräger Foundation, Lübeck, Germany

11:00 am - 11:30 am **Coffee break**

11:30 am - 1:00 pm **Panel Discussion**

Barriers behind Borders – Arguments for an Integrated Transatlantic Market Place

Ambassador C. Boyden Gray

Former U.S. Special Envoy for EU Affairs and Former Special Envoy for Eurasian Energy Diplomacy, Washington, D.C., USA

Kathryn Hauser

Executive Director, TABD, Washington, D.C., USA

Professor Kurt J. Lauk

Chairman, Economic Council of the CDU e.V.; President, Globe Capital Partners, Globe CP GmbH, Stuttgart, Germany

Robert W. Noth

Former Manager of Engineering Standards, Deere & Company; Past-Chairman, ANSI Board of Directors, Washington, D.C., USA

Moderator:

Matthias Peter Sonn, Minister

Head, Economics and Science Department, Embassy of the Federal Republic of Germany, Washington, D.C., USA

1:00 am - 2:00 pm **Lunch**

2:00 pm - 4:00 pm ***Tearing down Barriers – The Value of Global Norms and Standards***

Parallel Breakout Sessions

Breakout Session 1

(Please stay in Grand Ballroom BC)

Alternative ‘Green’ Energies and Energy Efficiency

Topics to be discussed:

- Innovative technologies and new standards
- Which energy mix? Efficiency assessments
- Harmonization, liberalization, and integration of energy markets
- Regulatory needs and common standards for international energy cooperation
- Supply security, storage, and economic aspects
- Energy and climate aspects
- ‘Green’ energies for growth and new employment

Chair: **Adam E. Sieminski**
Chief Energy Economist, Deutsche Bank, Global Markets/Commodities Research, Washington, D.C., USA

Rapporteur: **Rainer Laufs**
Former CEO, Shell Germany, Hamburg; Member of the Supervisory Board, LANXESS AG, Leverkusen, Germany

Speakers: **Frederick C. Smith**
Vice President, Institute for 21st Century Energy, U.S. Chamber of Commerce, Washington, D.C., USA

Dr. Klaus-Robert Kabelitz
Vice President, Volkswirtschaft, Energiewirtschaft, Umweltschutz, E.ON Ruhrgas AG, Essen, Germany

Alison Taylor
Vice President for Sustainability, Governmental Affairs, Siemens Corporation, Washington, D.C., USA

Lars Waldmann
Public Relations Manager, SCHOTT Solar AG, Alzenau, Germany

Breakout Session 2

(Room Hillwood)

Green Innovations for the Automotive Industry

Topics to be discussed:

- New technologies and climate protection
- Technical innovations and new employment
- Common technical standards in the automotive industry
- Standards and regulations for the fuel economy, vehicle-safety, alternative fuels
- Common quality standards for auto industry suppliers
- Transatlantic cooperation in research & development

Chair: **Professor Gunter Zimmermeyer**
Vice-President, Deutsche Verkehrswacht; Former Managing Director, German Association of the Automotive Industry (VDA), Bonn, Germany

Rapporteur: **Rüdiger Lentz**
Bureau Chief, Washington Bureau, Deutsche Welle TV & Radio, Washington, D.C., USA

Speakers: **Martin Jäger**
Head, Global External Affairs and Public Policy, Daimler AG, Stuttgart, Germany

David Geanacopoulos

Chief Legal Officer, Volkswagen of America, Inc., Washington, D.C., USA

The Honorable Dave McCurdy

President and CEO, Alliance of Automobile Manufacturers, Washington, D.C., USA

Professor Wolfgang Winkler

Director Fuel Cell Lab, Hamburg University of Applied Sciences, Hamburg, Germany

Breakout Session 3

(Oriental Ballroom A)

Intellectual Property Rights, Patents, and Standards in Global Markets

Topics to be discussed:

- Standardization under the terms of competition law – standardization by officially entrusted organizations versus competing associations
- Patent law harmonization - Do we need a new international patent law?
- Technology transfer – how to manage intellectual property
- Transatlantic cooperation in the international fight against counterfeit and piracy

Chair:**Dan Bart**

President, ValleyView Corporation, Rockville, MD, USA; Chair, ANSI Intellectual Property Rights Policy Committee, Rockville, MD, USA

Rapporteur:**Professor Emeritus Rudolf Dolzer**

Director, Institute for International Law, University of Bonn, Bonn, Germany

Speakers:**Kent Baker**

Vice President, Standards IPR Policy, Government Affairs, QUALCOMM Incorporated, San Diego, CA, USA

Professor Christian G. Koenig

Director, Centre for European Integration Research, University of Bonn, Germany

Professor Joseph Straus

Director Emeritus, Max-Planck-Institute for Intellectual Property, Competition and Tax Law, Munich, Germany

Michael D. Taylor

Director, Europe & Multilateral Programs
Global Intellectual Property Center

U.S. Chamber of Commerce, Washington, D.C., USA

4:00 pm - 4:30 pm **Coffee break**

4:30 pm - 5:30 pm **Plenary Session**

Reports from the Breakout Sessions

Panel discussion

Chair:

Rüdiger Lentz

Bureau Chief, Deutsche Welle TV & Radio; Program Committee Chair,
GABC, Washington, D.C., USA

6:20 pm **Bus transfer** from the Mandarin Oriental Hotel to the Residence of the
German Ambassador
PLEASE TAKE YOUR PICTURE-ID WITH YOU!

7:00 pm **Reception and Dinner**
Residence of the German Ambassador to the United States,
Dr. Klaus Scharioth

1800 Foxhall Road, N.W.
Washington, D.C., USA

Dinner Remarks:

Madeleine K. Albright

Former U. S. Secretary of State
Principal, Albright Stonebridge Group,
Washington, D.C., USA

approx. 10:30 pm **Bus transfer** back to the Mandarin Oriental Hotel

Tuesday, July 21, 2009

7:00 am to 9:00 am **Breakfast**
Grand Ballroom A

9:00 am **Plenary Session**
Grand Ballroom BC

9:00 am - 10:30 am **Panel Discussion**

Global Norms and Standards – Success Stories: How to Achieve a More Dynamic Development of Marketable Products in Open Markets

Panelists: **Professor Thomas Böllinghaus**
Vice-President, German Federal Institute for Materials Research and Testing, Berlin, Germany

James Thomas
President, ASTM International
Vice-Chairman, ANSI Board of Directors
West Conshohocken, PA, USA

Mary H. Saunders
Deputy Assistant Secretary for Manufacturing and Services, U.S. Department of Commerce, International Trade Administration, Washington, D.C., USA

Moderator:
Gary Kushnier
Vice President International Policy, ANSI, Washington, D.C., USA

10:30 am - 11:00 am **Coffee break**

11:00 am **Closing Keynotes**

Doing Business in Turbulent Times – What Part Does Politics Play?

Kate Gordon

Vice President, Energy and Climate Policy, Center for American Progress, Washington, D.C., USA

Dr. Rainer Jäkel

Deputy Director-General for Innovation and Technology Policy and Strategy, Federal Ministry of Economics and Technology, BMWi, Berlin, Germany

Dr. Adam Posen

Deputy Director and Senior Fellow, Peterson Institute for International Economics, Washington, D.C., USA

Discussion

Moderator:

Dr. Jackson Janes

Executive Director, AICGS, Washington, D.C., USA

12:45 pm

Farewell

Professor Dieter Feddersen

1:00 pm

Lunch and end of the conference